



## GOVERNOR'S ADVISORY COUNCIL ON AGING

### Ad Hoc Committee on Review & Revitalization and Public Relations Meeting Minutes

Monday, April 21, 2014  
10:30 am – 2:00 pm  
Arizona State Capitol Complex  
Executive Tower Building  
Fifth (5<sup>th</sup>) Floor Conference Room  
1700 W. Washington Street  
Phoenix, Arizona 85007

#### **Council Members and Committee Members Present**

Tonya Watson, Committee Chairperson, George Evanoff, Lisa O'Neill, and Becky Brimhall-Lepire, Council Chair

#### **Council Members and Committee Members joining telephonically**

None

#### **Council Members and Committee Members Absent**

C.T. Wright

#### **Council Staff Present**

Cathy De Lisa

#### **Guests Present and Signing In**

None

#### **Call to Order & Welcome & Review and Approval of March 27, 2014 Draft Minutes**

Committee Chair Tonya Watson called the meeting to order at 10:32 a.m. with a welcome and asked the group to review the March 27, 2014 draft meeting minutes. *George A. Evanoff made a motion to accept the draft minutes as presented; Lisa O'Neill seconded the motion; the motion passed unanimously.*

#### **Review and Discussion of Top 5 Best Practices & Good Ideas Identified by Members & Staff**

At the request of the Committee Chair, members shared what they see as best practices or good ideas from research on Councils throughout the nation. Cited examples included Council

representation from both the House and Senate, appointments made to that Council by the Senate and the House in addition to the Governor, and rulemaking as part of the Council's role. The Georgia Council on Aging's legislative advocacy materials were highlighted as well. Members also discussed having best practices researched by staff then highlighted in all the committees as part of the work of the Council on an ongoing basis and having new Council members complete the SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis on the individual committees as part of their orientation.

### **Discussion of draft SMART Goals from Members & Staff**

A review of the draft SMART goals (specific, measurable, actionable/attainable, realistic and timely) was conducted and the group then listed what they considered potential goals on the whiteboard consolidating and expanding on the thoughts submitted by members. An extensive discussion resulted as the members provided input on potential goals raised by the members and ideas on how the goals fit with the Top 5 SWOT priorities outlined by this Committee at the last meeting as well as the input received at the eleven Senior Action Days and from the stakeholder survey.

### **Break for Working Lunch**

The Committee Chair called for a 15 minute break at 11:42 a.m. then reconvened the group at 11:59 a.m. for a working lunch.

### **SMART Goal Development & Refinement Process**

After reviewing the potential goals listed, the group was asked by the Committee Chair to consider prioritization of the goals along with timeline for completion. A lengthy discussion ensued on what might be accomplished in the short term vs. the long term and what might be staff assignments vs. Council goals.

A copy of the Ad Hoc Committee on Review & Revitalization and Public Relations Top Priorities of SWOT Analysis, the SMART Goal Development handout, the Committee members' individual draft goals, the Georgia Council on Aging Coalition of Advocates for Georgia's Elderly (CO-AGE) 2014 form, staff research of other Councils on Aging and the whiteboard notes are available for review through the Council on Aging office.

### **Consensus on Next Steps on Developing the Plan for Comprehensive Strategic Review & Assigned Tasks**

After a brief discussion, the group agreed by general consensus:

- Tonya Watson, Committee Chair, would prepare a three-minute presentation for the Executive Committee and the full Council on May 9<sup>th</sup> that outlines the work of the Ad Hoc since the last Council meeting;
- Lisa O'Neill would draft ideas for a survey of Council members to gather information on their fields of expertise, talents, other ways they can contribute to the Council and the Council meetings and research costs of promotional items;
- George A. Evanoff would review the history section of the Council's member manual for required updating and prepare a list of potential attendees for the proposed Aging Issues Summit; and
- A tentative meeting date and time of May 7, 2014, 12:00 – 3:00 p.m. was proposed and staff was asked to coordinate logistics and finalize posting once confirmed.

**Adjourn**

The meeting was adjourned by the Committee Chair Tonya Watson at 1:29 p.m.

**Next Meeting**

**The date and location of any future meeting will be determined and announced by Public Meeting Notice posted at the Governor's Advisory Council on Aging website:**

**<http://www.azgovernor.gov/gaca/>. These meetings are open to the public.**